

Statewide Lodging Performance										
Market Year	Month of March					Year-to-Date				
	Occupancy	ADR	RevPAR	Demand	Supply	Occupancy	ADR	RevPAR	Demand	Supply
United States										
2007	65.7%	\$104.82	\$68.82	89,693,173	136,616,473	59.4%	\$103.10	\$61.22	234,964,287	395,679,900
2008	62.6%	\$109.36	\$68.50	87,521,319	139,722,084	57.8%	\$107.93	\$62.37	233,558,680	404,140,155
% change	-4.7%	4.3%	-0.5%	-2.4%	2.3%	-2.7%	4.7%	1.9%	-0.6%	2.1%
Mountain										
2007	70.9%	\$111.29	\$78.95	11,493,138	16,201,561	64.7%	\$111.75	\$72.25	30,375,131	46,978,404
2008	67.3%	\$115.66	\$77.80	11,207,134	16,660,702	62.1%	\$117.22	\$72.80	29,922,511	48,184,612
% change	-5.1%	3.9%	-1.5%	-2.5%	2.8%	-4.0%	4.9%	0.8%	-1.5%	2.6%
State of Arizona										
2007	80.8%	\$130.07	\$105.13	2,481,694	3,070,519	73.8%	\$126.51	\$93.38	6,577,298	8,910,400
2008	75.4%	\$130.82	\$98.64	2,385,725	3,164,108	69.0%	\$132.70	\$91.62	6,326,109	9,162,331
% change	-6.7%	0.6%	-6.2%	-3.9%	3.0%	-6.5%	4.9%	-1.9%	-3.8%	2.8%
Metro Phoenix										
2007	87.9%	\$155.37	\$136.62	1,427,843	1,623,780	80.9%	\$149.46	\$120.96	3,816,226	4,715,566
2008	79.1%	\$157.34	\$124.44	1,324,672	1,674,837	74.0%	\$160.76	\$118.96	3,589,035	4,850,123
% change	-10.0%	1.3%	-8.9%	-7.2%	3.1%	-8.5%	7.6%	-1.7%	-6.0%	2.9%
Metro Tucson										
2007	83.9%	\$123.93	\$103.98	395,234	471,076	79.0%	\$125.89	\$99.48	1,080,694	1,367,640
2008	77.7%	\$123.17	\$95.72	375,429	483,073	73.4%	\$125.61	\$92.17	1,023,645	1,395,095
% change	-7.4%	-0.6%	-7.9%	-5.0%	2.5%	-7.1%	-0.2%	-7.3%	-5.3%	2.0%
Flagstaff AZ										
2007	58.6%	\$67.19	\$39.40	89,324	152,334	51.3%	\$64.50	\$33.11	227,028	442,260
2008	65.1%	\$72.18	\$46.98	98,111	150,753	54.7%	\$69.37	\$37.93	239,317	437,670
% change	11.1%	7.4%	19.2%	9.8%	-1.0%	6.6%	7.6%	14.6%	5.4%	-1.0%
Non-metro AZ										
2007	68.7%	\$79.03	\$54.27	626,422	912,206	61.2%	\$75.14	\$46.00	1,617,804	2,642,964
2008	68.5%	\$84.10	\$57.56	645,734	943,361	59.3%	\$78.69	\$46.63	1,620,040	2,734,063
% change	-0.3%	6.4%	6.1%	3.1%	3.4%	-3.1%	4.7%	1.4%	0.1%	3.4%

Source: Smith Travel Research